BEWARE OF THESE 'CHAUFFEURS' TIRES'

If You Are Using Them, You Are Being Robbed.

By BURTON S. BROWN.

There are many dealers on Broadway who use standard makes of tires as decoys to open the way for the sale of imitation tires. These men find ready access to automobile owners' pocketbooks by dealing with dishonest chauf-

The offhand manner in which hun dreds of automobile owners order their chauffeurs to buy tires for them opens the way for collusion between the chauffour and certain tire dealers, and this means the loss of a tremendous sum of money each year to business men who in other ways are sensible about expenditures. There is not one of them who would turn to a clerk in the office and ask him to go out and buy for him a \$150 watch. And yet any one of them will ask John or Jim or Jack to buy a set of tires costing about the same amount and never look into the transaction themselves

There are tires sold in this city which are plainly known in the trade as are plainly known in the trade as "chauffeurs 'tirea," i. e., tires which are sold to chauffeurs only, and every time one of them is sold a new crooked deal, in which the "boss" suffers, has been recorded. Dishonest chauffeurs and dealers have reached a perfect understanding on the ways and means of robbing the "boss" without his knowledge.

A dealer who wants to be dishonest has a very easy time of it. He first lays in a slock of standard advertised tires and in the end interests a chauffeur in the special make of poorer tire on which he can give the latter a good commission.

he can give the latter a good commission It works along the following lines: The It works along the following lines: The list price of an average 37x5 non-skid tire is \$43.80. The price to the dealer is \$37.75, and the net price with a cash discount is \$25.87. So the profit to the dealer on such a tire is \$7.93 if he sells that tire at the regular consumers list price. Now when the dishonest dealer wants to interest the dishonest chaufteur in his "special tire" he first cuts the price of the standard make to say \$37.75, thereby taking a profit of only \$1.88. Naturally this price is attractive to the chauffeur and interests him in the dealer. who later confides that he has another who later confides that he has another tire of the same size selling for \$53.55 on which he can give him 10 or 15 per cent, commission if he could get the "boas" to buy it. Of course he shows the chauffeur a fictitious list of prices.

Now, the proposition of the more expensive tire is bad on the very face of it, because nobody can make any better tires than the standard companies are making, and any price far above those quoted by them is an inflated and dishonest price. The 10 or 15 per cent, commission just suits the chauffeur, how-

mission just suits the chauffeur, how ever, and he sees to it that all the stand-ard tires on his car go to pieces quickly ard tires on his car go to pieces quickly through rough usage so he can tell the "boss" what poor service they are giving and get permission to buy "something better." The boss is "easy" and has lots of money, and why shouldn't a poor chauffeur "get something on the side"?

Somebody reading this story has probably said to himself: "Well, my chauffeur is honest, so this doesn't concern me." Do you buy your tires personally? If you don't it would be well for you not to be too sure about your chauffeur. Make a few quiet little investigations. Then when you catch him get a new.

Then when you catch him get a new man and have it understood that you are going to do all the tire buying your-self. If you haven't time to investigate the matter yourself and yet want to know the truth just drive up to the head-quarters of any standard tire concern and an expert tire man will tell you the quarters of any standard tire concern and an expert tire man will tell you the truth about it immediately. It will require only a giance at the tires. A "chauffeur's tire" is a crooked tire, and it is in the tire rozues gallery so that it may be readily identified.

The trouble with many car owners is The trouble with many car owners is Chicago." that they can't figure out how a chauf-feur can trick them, and therefore they

believe that what he does must be all right. Owners are deceived and robbed every day as they sit in their cars outevery day as they sit in their cars out-side the stores in which their chauffeurs are making purchases for them. Riding down Broadway the chauffeur will say: "I think we ought to get six new tubes." The owner is perfectly agreeable, so the chauffeur pulls up in front of "his store" and goes in for the tubes. He soon re-turns with six boxes and places them beside the owner to show him that the turns with six boxes and places them beside the owner to show him that the purchase had been made. In a short time the owner gets a bill for them, which the chauffeur O. K's and the owner pays. Now the question is, did the owner ever get his six tubes, and the anawer is that he did not. He paid for six, but he only got two. The chauffeur returned four of them to the store and split "fifty-fifty" with the dealer the difference between the price of two tubes and the price of six tubes. Probably a little later there is need for one of the new tubes, and when the chauffeur promptly produces one the owner thinks everything is all right and then promptly forgets about the six tube transaction and never speaks of it again.

Many chauffeurs from the first day of their employment plan to systematically rob their employment plan to systematically rob their employers by a special inside strangement with dishonest dealers. In the product of the strangement with dishonest dealers. In the roadster shown here sells for \$565

their employment plan to systematically their employers by a special inside strangement with dishonest dealers. In New Jergey.

The roadster shown here sells for \$5.65 and there is a big demand for it. Mason are down big cars. The little and there is a big demand for it. Mason are down big cars. The little and there is a big demand for it. Mason are down big cars. The little and there is a big demand for it. Mason are down big cars. The little and there is a big demand for it. Mason are down big cars. The little and there of them in one day at his salesroom on Broadway, near Fifty-bill. With mechanical efficiency it composed to the proprietor.

Mason has always been a "high priced" reding comfort." amazing extremes. The writer knows of an instance that hardly seems possible, but is nevertheless a fact. A chauffeur walked into a certain store on Broadway not long ago and said to the proprietor, "How much have I got coming to me this month?" The latter's reply was, "You haven't anything coming to you because you haven't bought anything." Then, with a surprised look, the chauffeur said, "Give me one of your billheads and I'll some have something coming to me. Then he made out a list of fictitious purchases costing in all nearly \$97. He such as a such a such a list of fictitious purchases costing in all nearly \$97. He showed the list to the proprietor and said, "You know that I bought all this stuff here, don't you?" The latter winked and said "Yes." A "fifty-fifty" split was promptly arranged.

Now, Mr. Motorist, don't you think it behooves you to hav your con-

Now. Mr. Motorist, don't you think it behooves you to buy your own tires and general supplies? Dishonest dealers cannot fool you if you ask for standard advertised goods. And you can depend upon it that the goods of standard companies will live up to their names and give you your money's worth. When it comes to tires you will find that the well known makes do not contain commissions for chauffeurs, but only generions for chauffeurs, but only gener-

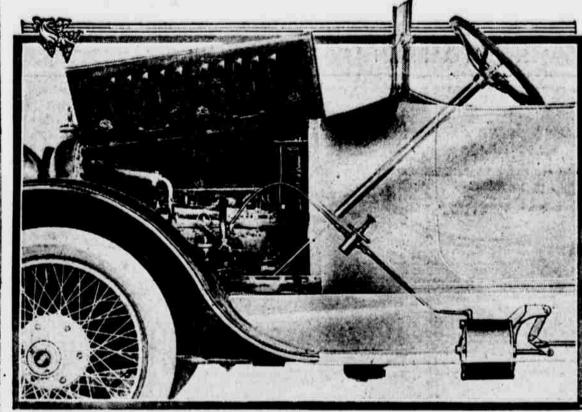
Closing Out Winter Bodies Limonsines, \$25, \$40, \$50, \$75 up to \$450 oupes, \$40, \$50, \$76, \$150. Sedans, \$150 up andaulettes, Taxis, \$20 to \$450.

Why Freeze .@ When Any Fair Offer Takes a Hody? Tops, Racing Seats, Shields, All kinds of suring, Roadster and Delivery Hodies, al-ringly Cheap!

ringly Cheap!
10,000 TIRES & TUBES.
EW Shoes 85.50, 87.50, 89.50
UBRS AL.00, 81.35, 81.50, 82.00
HUNDREDS AT 30°, 40°, 50°, DISC T.
80 Bolled First Grade Tires—Big Bargains.
8UNDRESS AT CUT RATES.
8UNDRESS AT CUT RATES.
80.50 PARTS RESULTED FOR THE STATES. WATCH OUR WINDOWS FOR "JOBS."

Jandorf Automobile Co.,

New "Self-Stopper"-Successful Automatic Brake.



Joins Liberty Co.

Percy Owen of the Liberty Motor Car company has announced the appointment of Robert W. Mickam as advertising manager of that company,

"So rapid has been the development of our business that we have had to hustle to expand our organization to keep pace with it," says M. owen, "Particularly heavy have been the de-mands upon the sales and advertising

departments.
"Mr. Mickam for the last two years has been advertising manager of the Ford Motor Company of Canada, Ltd.

BIG BUILDINGS FOR BIGGER BUSINESS

Packard Company Forced to Erect Extension in a Hurry. .

Four acres of additional floor space for factory operations will be made available at the Packard Motor Car Company's plant with the completion six extensions, additions and new buildings now under construction. The construction department is using all speed consistent with substantial work to deliver the completed buildings to the

manufacturing department.

The Packard company has been obliged to make these extensions because f the enlarged demands upon the plant. probably goes further than any other intenabile manufacturing concern in sulding complete motor cars and trucks. this being made necessary by inability of the quantity of producers of parts to furnish parts of the required high stand-

The larger of the additions now under way are two six story wings to the stock building. The dimensions of these are 103 feet by 200 feet each. Next in importance is the addition to the main lower house, 65 by 140 feet, which will louble the space of the power plant. other units under construction are a traffic garage, fourth story additions to two technical service buildings, lumber sheds and a finished truck storage build-

The necessity for additions to the ser-The necessity for additions to the service buildings was made by the natural increase in demand for Packard service—the building of parts for the numerous earlier models. These buildings will be equipped with the necessary eachine tools and appliances. Four immense generators will be installed in the new power house addition upon its

ompletion.

The total floor area of the plant will be 58.6 acres with the completion of the improvements listed. There are now sixty-six buildings on the factory site, which covers 50.6 acres of land.

Announcement has just been made by the Mercer Automobile Company of Trenton, S. J. that A.C. Schulz has been appointed out-if engineer. Mr. Schulz was formerly connected with the Lacomobile Company of America in the capacity of assistant chief

Little Monroe Has Big Features

Joins Premier.



A. J. BANTA.

A. J. Bants, for twelve years general manager of the central western territory district for the Locemobile Company of district for the Locomobile Company of America, has become vice-president of the Fremier Motor Corporation of Indianapolis, makers of the aluminum sia with magnetic gear shift. Mr. and Mrs. Banta will move to Indianapolis immediately, the new arrangements taking effect November 1.

While the exact nature of his work to board.

While the exact nature of his work toe board.

The button, or lever, as the case may with the Premier company has not been officially announced, it is learned from go d authority that he will give attention to production, together with other duties which have not so far been fold when the engine is running exerts

KING 8 PRICE TO GO UP.

Year.

within a few weeks we must very re-luctantly increase the price of the King Eight.

"We are pointing out to you an op-portunity to purchase at the present list

"The rear wheels.

By providing a much more powerful iraking force than is found in the leg or arm of the driver, it is claimed, a more positive brake application is in-

AUTOMATIC BRAKE IS NOW PERFECTED

Presto-O-Lite Company Calls It "Self-Stopper" and It Does the Work.

Self-starting devices for automobiles have practically reached a stage of perfection, but it has remained for the Prest-O-Lite Company, makers of the Prest-O-Lite storage battery and gas tank, to develop and place on the market the first "self-stopper."

about the same as is required when operating the ordinary hand or foot accelerator or sounding the horn. The driver is relieved of all physical strain, past year. an advantage which will appeal to all notorists who have experienced the muscular tension of driving a heavy car down a long, steep grade.

WOMEN ARE BEST It is claimed that the vacuum brake will be a boon to women drivers, many of whom haven't the physical strength to use the foot brake and bring the car to a sudden stop. With the vacuum brake "applying the brake" is just as

They Must Have Balance of easy as turning on a lighting switch.

The name of the new Prest-O-Lite "self-stopper" is the Prest-O-Vacuum Brake. It is a device of few parts and can be used on any make or model of car, large or small, having the ordinary foot brake.

There is some similarity in its action and that of the air brake systems on present day railway trains, because both employ the same sort of cylinder and piston, connected to the brake rods. But

or any convenient cross member of the chassis, and a copper tubing connection to the intake manifold of the engine, in which is located a simple valve, controlled by a lever or button convenient to the hand or foot. Inside the special cylinder is a plunger or piston which is cylinder is a plunger or piston which is connected to the brake rods already on the car.

When hand control is provided the

a powerful pull or suction in the plunger—a pull equivalent to 10 pounds to the square inch, or 1,000 pounds braking power at the rear wheels. When the the valve is closed, the such and the plunger is pulled back in place by a spring. Of course when the en-

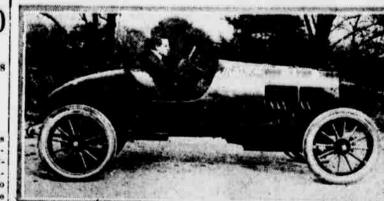
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De Bear in Maxwell "Whizzer."



Good Qualities in Their

Automobile.

swayed by beauty. Rather is she struck

This latest automobile convenience is a vacuum brake which enables the motorist to bring his car to a gradual stop with ease and smoothness or to stop it instantly with a minimum of personal effort. The effort necessary, in fact, is not make the manufacture of the speed-loving public. This new Maxwell creation is those who desire not only a speedy car, but one that is built along modern lines, furnishing comfort as well as class."

Here is a new type of Maxwell car to meet the demands of the speed-loving public. This new Maxwell creation is but one that is built along modern lines, furnishing comfort as well as class."

The defort necessary, in fact, is new type of Maxwell car to those who desire not only a speedy car, but one that is built along modern lines, furnishing comfort as well as class."

The defort necessary in fact, is new type of Maxwell car to those who desire not only a speedy car, furnishing comfort as well as class."

The meet the demands of the speed-loving public. This new Maxwell creation is but one that is built along modern lines, furnishing comfort as well as class."

The meet the demands of the speed-loving public. This new Maxwell creation is but one that is built along modern lines, furnishing comfort as well as class."

The meet the demands of the speed-loving public. This new Maxwell creation is but one that is built along modern lines. The body is mounted on the regular bull the public than the deformance of the local public that the passenger's seat is set further back that the proposition of those who desire not only a speedy car, furnishing comfort as well as class."

uiar Maxwell line.

The car is patterned after the Maxwell racing cars, which have been so successfully driven by "Eddie" Richenbacher and Pete Henderson during the past year.

"This type of car," says Mr. De Bear, than the driver's seat to prevent interference with the driver's manipulation of the car.

It has the new style "bullet" tail, offering the minimum of wind resistance. The car is attracting considerable attention.

lines of a car may attract them, but they are among the first to lift the hood and delve into the moving parts of the car. And do not think for a minute that they are not motorwise. The technique of motor and driving gear is known to them and they can talk in motor terms. "After the woman has viewed interior and exterior, she is not swept away with enthusiasm. She weighs each feature MOTOR CAR BUYERS enthusiasm. She weighs each feature with the features of other makes. If, berhaps, her fancy is not taken with some one point but she is delighted with others, she balances one against the other and after this weighing and coun-ter weighing, she reaches a decision. That decision, if favorable, is the great-

est indersement a car can have.
"Women are certainly finding the
Saxon an ideal car and many of them e purchased Suxons. The recent trip Mrs. Alice Salizer Burke from here the coast and back, driving a Saxon

First Model of its Type for This vehicle load equally on each when

to draw gasolene from one tank to angardless of appearance. Others, who the control of the contr

A REMARKABLE NON-SKID TEST

With a Compensating Driving Axle Big Car Refuses te Slide.

It looks as if John D. Allen, after fire years work, has solved the satisfing problem. He has invented a compen sating driving axle that does wonderful things for a Winton car in which it has been installed for demonstration pur-

This car was taken over to First ave. nue the other day and put through a .. ries of evolutions on a stretch of site pery asphalt. It was driven around ; sharp and slippery corner at each teach miles an hour and did not skid. The observers were very much impressed

In discussing his invention, Mr Alle

said:
"The Allen compensating driving axis"
trop new and radical lines -free of all internal gears. To struction of this mechanism is ratchet clutches, through which he wheels are positively driven on for drive. The said clutches are clutches which form the hub for for axles, the driving clutch being key the main drive shaft. When the floa axles are fixed to the wheel club nes. the vehicle wheel on the forward den the entire shaft from wheel to win-

"On rounding a corner the right left whel clutch overruns the di-shaft clutch on the long side of the with the axle driving the wheel or thort side of the curve, thereby neutral izing the power between the nate power and the momentum of the air "Both wheels being propelled forward

and both wheels being under skidding becomes impossible smploy the same sort of cylinder and piston, connected to the bask rods. But the railway brake operates whelly by the force of compressed air, while the vacuum brake operates wholly by the normal suction of the engineer of a railway locknitive uses to bring the tremendous weight of his train to a well timed stop, the driver of a motor car may, by gentle presure of an analysis of the car at all times—whether in strong that the slightest pressure gives the driver absolute control of the car at all times—whether in show that the slightest pressure gives the driver absolute control of the car at all times—whether in show that the slightest pressure gives the driver absolute control of the car at all times—whether in show increasing the wheels, if necessary. Or he may slow it up gradually, depending allow the very control of the car at all times—whether in show the car at all times—whether in show increasing the wheels, if necessary, or he may slow it up gradually, depending allow the very absolute control of the car at all times—whether in show increasing the wheels are not of the car at all times—whether in show in the open road, where it is only necessary to the way to distinguish gentline the size of the vice and the show in the open road, where it is only necessary to the way to distinguish gentline the size of the vice and the show in the proposal of the vice and the show in the car at all times—whether in show in the open road, where it is only necessary to the way to distinguish gentline the special of a tendent of the vice and the show in the car at all times—whether in show in the car at all times—whether in show in the open road, where it is only necessary to the way to distinguish gentline the show in the car at all times—whether in show in the car at all times—whether in show in the car at all times—whether in the car at all times—whether in the product of the vice of the car at all times—whether in the car a verse the drive wheel and pinto matically reverse the drive from

it effectively meets every remainable absolute safety, dependable ; riding and economy it effmoves the cause of dangerous The ratchet drive clutch for the sating axle was derived from

Some speed and graceful lines in the new Mercers.



lines of the preceding models, the please with a properly balanced car, has always for are left perfectly clean, the planting streamline effect which has charge been offered as one of the reasons why terized Mercer cars for the past to a Mercer cars can be driven at such a shaft in front leaving both sides years being closely athered to Characas comparatively high rate of speed with and improvements are observed, but they perfect safety. In spite of the fact that are only in the balance of reference of the fact that are only in the balance of reference of the models are law, the Consistent with its well known polesy available arrangement is notably comfortable attachment being provided to in

within a few weeks we must very fer increasing increases the price of the King Eight.

By providing a much more powerful increases the price of the King Eight.

By providing a much more powerful increases the price of the King Eight.

By providing a much more powerful increases the price of the King Eight.

By providing a much more powerful including Eight.

By providing the least found in the leg or arm for the driver, it, is claimed, a more powerful in the brake application is instruct and that even when the brakes are somewhat out of adjustment to any standard to the present in the strengt Moreor Provides to Eight Moreor Car Company, not so much for the adversal and the even when the brakes are somewhat out of adjustment to any slackness that more power to apply than the leg or are for the past of the present power to apply than the leg or are for the past of the present power to apply them the leg or are for the past of Apport Detroit OFFER Five Models designed to please the eye and taste of the most critical. Special Models built to your own design. Service par Excellence. Courteous representatives to interview you and demonstrations given at your convenience. LONGENECKER and SANDERS, Inc. 9 Central Park West

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1916 five passenger touring car, overhauled and guaranteed. This car is in perfect enspe and a bargain E. RIESS & CO., INC., PHONE:

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BUPMOBILE SEBAN

1916; used only a chort time. Overhauled and guaranteed.

PHONE: CHAS. E. RIESS & CO., INC., PHONE: 226 West 56th Street.

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HUPMOBILE

1915 five passenger with Year Hound top. Overhauled and guaranteed. This car has all the advantages of a Lamonsine.

CHAS E. RIESS & CO., INC.,

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A-HANDSOME PAIR BEAR ROBES, slao two beautiful PLUSH ROBES, UEN-TLEMENS for linel overcost; also chauf-feur's fur coat; perfect condition, no cash offers refused. PRIVATE STABLE, 14s East 19th St. near Lexington Ave.

WILL BUY up to date Limousine, for-eign or domestic; must be in best con-dition. Apply Room 301, 111 Breadway.

1915 four cylinder runabout with slip covers. This car is in perfect condition.

CHAS. E. HIERS & CO., INC.,

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Circle 1816.

New York City.

JEFFREY-CHESTERFIELD 1916 five passenger touring car. THIS car is in wonderful condition and is fully equipped in every way with humper, spot light, motometer, non-skid tires all around. Non-graring headlights. The condition is now. CHAS. E. RIESS & CO., INC., 226 West asth Street, New York City.

Slightly used as a demonstrator. For sale with new our guarantee. Cali or phone for demonstrator. This is a target of the control of the cont

#375 MITCHELL ROADSTER (late model) ma self-starter, electric lights, left hand drive-demountable rims (fully equipped), neluding large size Bear Robe. 148 E. 39th. 1914 SIMPLEXLIMO—38 horse; Westing-nouse shock absorbers; starting and light-ing system; perfect. Roskam-Scott Co., 1896 Broadway.

1915 PACKARD—Seven passenger tour-ing: like new; fully equipped. Roskam-scott Co., 1826 Broadway. 1915 STEARNS TOWN CAR—Limoustne; perfect condition; bargain, Roskam-Scott Co., 1896 Broadway

TIMKEN—BEARINGS—HYATT.
New Departure Service Sta. The Gwilliam Co.,
252 W. 58th et. (at B'way). Tel. \$256 Col. WINTON, 1915 TOURING—Bargain. W., 42 Sunnyaide Drive, Yonkers. P

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Your car is worth no more to you than the pleasure or profit you derive from its use. When laid up for repairs, it is neither a source of pleasure nor profit - but rather an annoyance and expense.

It is now no longer necessary to lay up your car for a bearing replacement.

Through the local branch of the Bearings Service Company you can obtain Hyatt, Timken or New Departure bearings to replace practically every type of anti-friction bearing in your car. Get in touch with our branch in your city.



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